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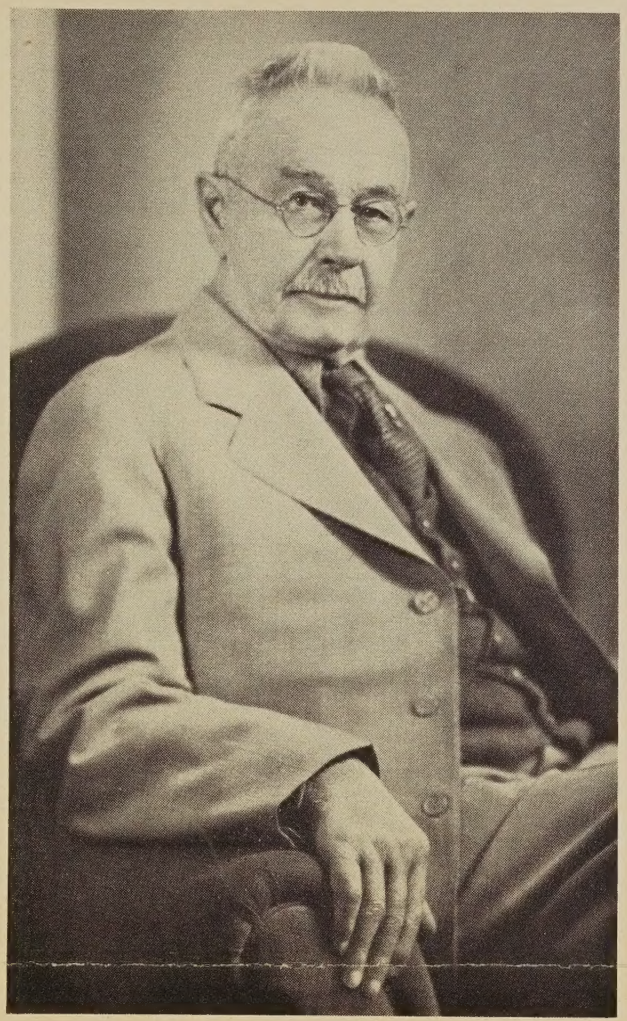

E. J. STEELE

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STEELE'S PANSY GARDENS

PORTLAND, OREGON, U. S. A.

HOWDY FOLKS:

For the first time since 1917 we are facing a serious situation as a result of partial crop failure.

Heavy rains came late in August when the plants carried their heaviest crop of seed. Our staff kept on the job as long as possible but much of the seed was lost in the heavy downpour. The rains continued into the middle of September without any let-up after which our good friends the bumble bees retired permanently from the fields, and with them any chances for more pollenization.

It was our earnest desire to "get by" without raising prices on our Mastodon pansy seed though costs of labor and materials have shown a heavy increase. The unfavorable weather conditions of this past fall have made it impossible for us to continue business at the regular schedule of prices and meet our obligations as we have always done before.

We therefore send you at this time our new price list and give you our assurance that we have done everything possible to cut costs to the bone excepting where it might affect the quality of our seed. In keeping with National Defense we are using left-over catalogs as far as possible and ask that our customers receive them as replacing any price list which may have been sent before.

We also request that all of our good customers order the minimum of seed needed and exercise the greatest care in germinating seed so that none may be wasted. As an extra precaution dust your seed before sowing with disinfectant such as Semesan or copper oxide to guard against loss by damping off. In our plantings we get a better stand from seed which has been treated before sowing. Be sure that your seed bed is perfectly flat and smooth so that all seed rests at the same level after seed is covered. Keep bed damp but not wet and control watering so that beds will go into night time barely moist.

All seed that we send you is of highest possible quality and if you fail in germinating the resulting loss will be a real disaster. We must all work together to conserve pansy seed so that as many as possible may have their required stock of Mastodon pansies which this year will again be bigger and better than ever before.

Help us to carry on so that we may continue to produce larger blooms with super stems and substance in an ever expanding kaleidoscope of color never before seen in pansies.

E. J. Steele